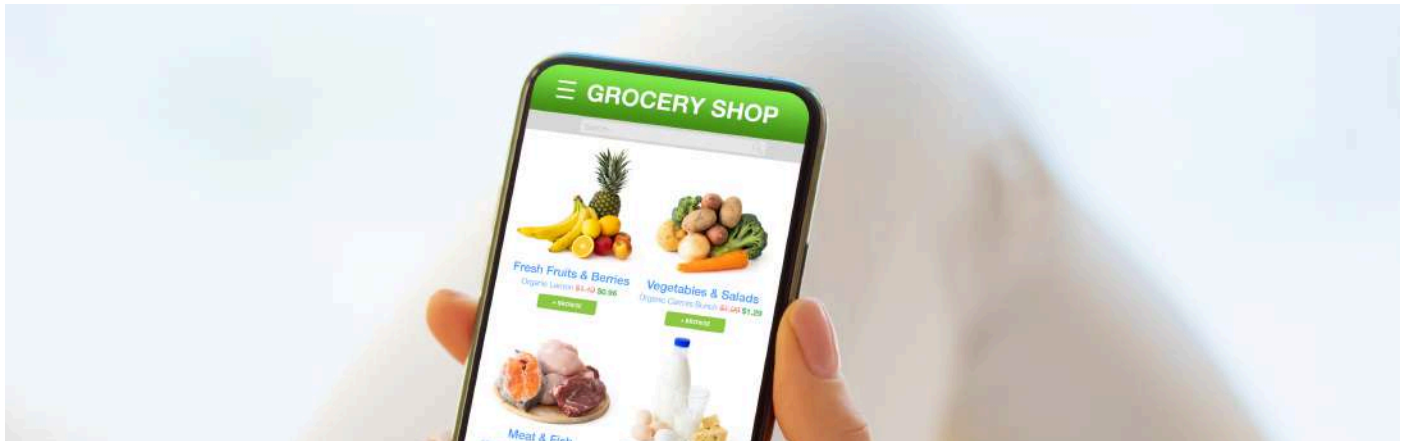# INTECH's Digital Transformation Drives 30% Growth in User Engagement for Grocery App

Summary

A leading grocery e-commerce platform struggled with low user engagement due to an outdated interface and limited functionality. INTECH addressed this with a complete UI/UX redesign, upgraded search features, and the integration of multiple payment options. As a result, the client saw a 30% increase in user engagement, improved conversion rates, and enhanced customer satisfaction.

About the Client

The client is a leading virtual supermarket chain offering a wide range of household and personal products online. Headquartered in the United States, they serve millions of customers nationwide, striving to provide a seamless and efficient grocery shopping experience.

Despite their growth, the client struggled with a suboptimal user interface and limited functionality.

To improve user engagement, the client sought a solution to redesign their mobile application and enhance user experience.

Client Challenges: Low Engagement & High Drop-offs

As online grocery shopping surged in popularity, the client found themselves at a crossroads. While their customer base continued to grow, their mobile app experience hadn't kept pace with evolving user expectations. The friction in the user journey led to missed conversions, lower satisfaction, and declining retention.

Key challenges included:

Outdated Interface
The design failed to meet user expectations and looked outdated, making the shopping experience less enjoyable. This led to customer dissatisfaction and increased bounce rates.

Limited Search Functionality
Users couldn't easily find what they needed. The basic search functionality lacked filters, suggestions, and intelligent results. This led to frustration and a higher number of abandoned searches.

Lack of Stock Transparency
Users couldn't see when products were out of stock or low in inventory, which led to frustration and abandoned transactions. This lack of transparency caused missed sales opportunities and decreased customer satisfaction.

Limited Payment Options
The app didn't support modern or regionally preferred payment methods like UPI or credit card integration. As a result, customers often abandoned their purchases due to the lack of convenient payment choices.

Low Customer Retention
The platform didn't re-engage inactive users, resulting in fewer repeat purchases. This lack of engagement hurt customer loyalty and slowed growth.

These problems prevented the platform from unlocking its full potential and retaining its customer base.

That's when INTECH stepped in with a solution.

INTECH's Solution: Digital Redesign with Modern UX/UI

Our approach focused on creating a seamless, intuitive, and engaging experience that addressed the business challenges head-on. Working closely with the client's team, INTECH designed a solution that could bring the best results.

Here are the key features of the solution:

Modern UI/UX Overhaul

▶ INTECH started by rethinking the app's interface entirely. Through a comprehensive UX audit and user behavior analysis, we identified the key pain points that led to user drop-off. Our team redesigned the homepage, cart, and checkout pages to make them more intuitive, user-friendly, and visually appealing.

Intelligent Search and Cart

▶ INTECH revamped the search functionality to make it faster, smarter, and more context-aware. We implemented a widget-based search that enabled real-time suggestions, dynamic filtering, and one-tap purchase options.

Real-Time Stock Alerts

▶ A major hurdle for users was not knowing when items were out of stock or low in inventory until they reached the checkout stage. To solve this, INTECH added real-time stock availability indicators at every step of the shopping process, allowing customers to see whether items were in stock early on. This feature improved the shopping experience and prevented abandoned transactions by offering greater transparency.

Multiple Payment Options

▶ The checkout process was another area that required significant improvement. INTECH integrated Razorpay, UPI, and card payments, ensuring a seamless and secure checkout process. We also optimized the checkout flow for returning users, allowing them to complete purchases with a single tap.

In-App Notifications

▶ We introduced system-independent notifications to ensure users receive important order updates directly in the app, even if they disable system notifications. This feature kept them informed and engaged throughout the purchasing process.

Customer Re-Engagement Campaigns

▶ We added personalized offers like free delivery for inactive users to bring them back to the app. These features helped increase repeat purchases by giving customers relevant incentives based on their shopping habits.

INTECH's solution went beyond simply fixing technical flaws and reimagined the entire digital experience for users. Once the strategy was in place, we moved into implementation to bring that vision to life.

Implementation Process

INTECH followed a phased implementation approach to ensure minimal disruption while delivering maximum impact. Each stage focused on solving a core problem while steadily improving user experience.

Here is how we transformed the app:

1 UI/UX Redesign

We began with a complete redesign of the homepage, cart, search, and checkout screens. Built using React Native, the new interface offered a cleaner layout, faster navigation, and mobile-friendly responsiveness. Before deployment, clickable prototypes were tested with real users to validate the design direction.

2 Search & Cart Optimization

We upgraded the product search using Elasticsearch to support faster, more accurate results. Real-time stock visibility and interactive product filters were added to improve discoverability. Cart updates, including one-tap purchase and simplified item editing, made the buying process quicker and easier.

3 Payment & Notifications Update

To improve checkout completion rates, we integrated multiple payment methods, including Razorpay, UPI, and major cards, via a secure and unified API. In parallel, we implemented system-independent in-app notifications using Firebase Cloud Messaging, ensuring users stayed updated even without system alerts enabled.

4 **Order Tracking & Customer Retention**
We introduced a live order tracking feature directly on the home screen to reduce support queries and increase transparency. We also launched personalized re-engagement campaigns, including targeted offers for inactive users. These were triggered by a lightweight segmentation model built on user behavior data.

With a strategic digital transformation, INTECH redefined the app's user experience, making it more intuitive, engaging, and efficient.

Key Outcomes

The strategic improvements resulted in measurable success, enhancing user experience, increasing conversions, and driving customer loyalty.

Here are the key outcomes:

30% increase in user engagement and session length due to the redesigned UI and interactive features.	**25% growth in conversions** from a smoother shopping experience and optimized checkout process.	**15% reduction in cart abandonment** with real-time stock updates and multiple payment options.

These results became possible using the right strategy, tools, and technology, setting the client up for lasting growth.

Tools and Technologies Used

To build a seamless and efficient grocery eCommerce app, we used a combination of advanced tools and technologies. These played a crucial role in ensuring optimal performance and user experience:

⚙ **Razorpay:** A secure and efficient online payment processing tool. We integrated Razorpay to ensure a secure and convenient payment process, supporting multiple payment methods like UPI and credit cards.

⚙ **React Native:** Used to develop the app with a mobile-first approach, React Native allowed for a unified codebase across both iOS and Android platforms.

⚙ **Elasticsearch:** Implemented to optimize product search functionality. It powered real-time product suggestions, helping users quickly find what they were looking for, even with large inventories.

⚙ **Firebase Cloud Messaging (FCM):** Used to send real-time, system-independent push notifications. This enabled in-app notifications, ensuring users received timely updates on order statuses, even if their system notifications were turned off.